

REMARKS

This Amendment is being filed in response to the Office Action mailed January 17, 2007, which has been reviewed and carefully considered. Reconsideration and allowance of the present application in view of the amendments made above and the remarks to follow are respectfully requested.

By means of the present amendment, the current Abstract has been deleted and substituted with the enclosed New Abstract which better conforms to U.S. practice.

By means of the present amendment, claims 1-6, 9-11, 16 and 18 have been amended for better clarity. Claims 1-6, 9-11, 16 and 18 were not amended in order to address issues of patentability and Applicants respectfully reserve all rights under the Doctrine of Equivalents.

In the Office Action, claims 1-8 and 10-18 are rejected under 35 U.S.C. §102(e) as allegedly anticipated by U.S. Patent Application Publication No. 2001/0054001 (Robinson). Further, claim 9 is rejected under 35 U.S.C. §103(a) as allegedly unpatentable over Robinson in view of Official Notice. It is respectfully submitted that claims 1-20 are patentable over Fisli

and Official Notice for at least the following reasons.

Robinson is directed to a system for targeting advertising, which is selected based upon advertising targeting information stored at the client. An auction is conducted and various advertising agents bid for an advertising slot. The advertisement associated with the highest bid is displayed in the slot. The user receives part of the money paid by the advertisers.

It is respectfully submitted that Robinson and Official Notice do not teach or suggest the present invention as recited in independent claim 1, and similarly recited in independent claims 11 and 18, which amongst other patentable elements, requires (illustrative emphasis provided):

the bid including a reward component to be granted to the viewer if the associated commercial is selected, wherein units of the reward component are selected by the viewer.

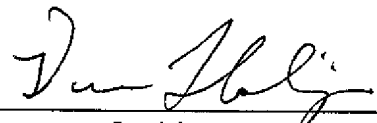
Units that are selected by the viewer are nowhere taught or suggested in Robinson and Official Notice. Accordingly, it is respectfully submitted that independent claims 1, 11 and 18 is allowable, and allowance thereof is respectfully requested. In addition, it is respectfully submitted that claims 2-10, 12-17 and

19-20 should also be allowed at least based on their dependence from independent claims 1 and 11.

In addition, Applicants deny any statement, position or averment of the Examiner that is not specifically addressed by the foregoing argument and response. Any rejections and/or points of argument not addressed would appear to be moot in view of the presented remarks. However, the Applicants reserve the right to submit further arguments in support of the above stated position, should that become necessary. No arguments are waived and none of the Examiner's statements are conceded. And in particular, no Official Notices are conceded.

In view of the above, it is respectfully submitted that the present application is in condition for allowance, and a Notice of Allowance is earnestly solicited.

Respectfully submitted,

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Enclosure: New Abstract

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